

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Frank C. Nicholas et al.	)	
		)	
Serial No.:	10/657,636	)	Group Art Unit No.: 3622
		)	
Filing Date:	September 08, 2003	)	Examiner: Arthur D. Duran
		)	
Title:	METHOD AND SYSTEM FOR	)	Conf. No.: 2816
	PROVIDING NETWORK BASED	)	
	TARGET ADVERTISING AND	)	
	ENCAPSULATION	)	

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This amendment is in response to the Office Action mailed May 19, 2010. Applicants respectfully request entry of this amendment and reconsideration of this application in light of the following remarks.

Amendments to the claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 6 of this paper.